



## **Issues Report**

**First Quarter 2012**

**WOOD TV8- Grand Rapids, MI:**

**WOOD TV8- Grand Rapids, MI**

**WOGC-CA- Grand Rapids, MI**

Description of programming providing the most significant  
treatment of community issues

# WOOD TV8 Quarterly Issues Report

## January – March 2012

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday - Friday	5:00 - 7:00 A.M.
• 24 Hour News 8 at Noon	Monday - Friday	12:00 - 1:00 P.M.
• 24 Hour News 8 at 5:00	Monday - Friday	5:00 - 5:30 P.M.
• 24 Hour News 8 at 5:30	Monday - Friday	5:30 - 6:00 P.M.
• 24 Hour News 8 at 6:00	Monday - Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at Daybreak	Saturday and Sunday	6:00 - 8:00 A.M.
• 24 Hour News 8 at 6:00	Saturday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Sunday	6:00 - 7:00 P.M.
• 24 Hour News 8 at 11	Monday - Friday	11 - 11:35 P.M.
• 24 Hour News 8 at 11	Saturday and Sunday	11 - 11:30 P.M.
• Maranda Where You Live	Saturday	6:30 - 7:00 P.M.
• eightWest	Monday - Friday	11 A.M. - 12 NOON

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

“eightWest” is a locally produced daily one hour program featuring everything West Michigan.

WOOD TV8 is simulcast in it entirely on WOGC-CA, Grand Rapids, MI.

- NBC Nightly News Monday - Friday 6:30 - 7:00 P.M.

This is an NBC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

- TODAY Monday - Friday 7:00 - 11 A.M.
- TODAY Saturday 8:00 - 10:00 A.M.

- TODAY Sunday 8:00 - 9:00 A.M.

This NBC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- Dateline NBC Friday 10:00 - 11 P.M.

This NBC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

## **Educational Issues**

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: Charter Schools PSA "Get the Facts"  
Date Aired: January 1, 2012 - January 11, 2012  
Length: 1:00  
Summary: Public service announcement from the National Alliance on Charter Schools informing viewers about the contributions that Charter Schools offer our children. Get the facts and learn more.
  
2. Program: College Access PSA "Mural"  
Date Aired: January 1, 2012 - January 11, 2012  
Length: 1:00  
Summary: Public service announcement from the Ad Council on College Access informing viewers about the importance of how we all deserve access to higher education.
  
3. Program: 24 Hour News 8 @ 6pm  
Date Aired: January 9, 2012  
Length: 2:03  
Summary: GRCC Football - College cancels football program
  
4. Program: 24 Hour News 8 @ 11pm  
Date Aired: January 9, 2012  
Length: :47  
Summary: GRPS Head Hunters - GRPS interviews search firms to find new superintendent
  
5. Program: Encouraging College PSA "Skate"  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement from the Ad Council informing viewers about the importance of going to college. College can be tough but there is help available.

6. Program: 24 Hour News 8 @ 5pm  
Date Aired: January 16, 2012  
Length: :58  
Summary: University Assets -- public universities in Michigan have money left over, but are still raising tuition.

7. Program: 24 Hour News 8 @ Noon  
Date Aired: January 16, 2012  
Length: 1:15  
Summary: On Martin Luther King Day, there were celebrations and commemorations that took place throughout West Michigan. Eva Aguirre Cooper was at GRCC where hundreds of students from GRPS and community leaders that gathered to March in honor of Dr. Martin Luther King in downtown Grand Rapids.

8. Program: 24 Hour News 8 @ 11 PM  
Date Aired: January 16, 2012  
Length: 1:15  
Summary: On Martin Luther King Day, there were celebrations and commemorations that took place throughout West Michigan. The school held its 26th annual celebration of King's life at the G-R-C-C Gerald R. Ford Fieldhouse . Eva Aguirre Cooper served as mistress of ceremonies. One of the highlights of the night: When Riverside Middle School student Jamarius McBride took the stage to read his essay on Doctor King... which won the M-L-K Essay Contest.

9. Program: Maranda Where You Live  
Date Aired: January 21, 2012  
Length: 2:40  
Summary: Maranda talked with financial aid experts at Ferris State University to talk about scholarship and aid opportunities for high school seniors. The segment focused on dollars available, types of loans and what type of funding the average student receives.

10. Program: Maranda Where You Live  
Date Aired: January 21, 2012  
Length: 3:20  
Summary: This was a profile piece we did on a college senior at Ferris State University who attends college full-time, but also has three on-campus jobs to pay for college. She is currently debt-free and has an excellent academic record.
11. Program: 24 Hour News 8 @ 5pm  
Date Aired: January 27, 2012  
Length: 1:41  
Summary: Obama Ann Arbor -- President at UM to speak about education cost.
12. Program: John Ball Zoo PSA  
Date Aired: February 1, 2012 - March 1, 2012  
Length: 1:00  
Summary: Local Public service announcement informing viewers about the many educational programs offered specifically this month on the wildlife at the zoo.
13. Program: Maranda Where You Live  
Date Aired: February 4, 2012  
Length: 2:15  
Summary: Maranda met with Pat Cwyana, a life long educator in Grand Rapids, to discuss the anti-bullying policy in schools. Pat explained the no tolerance policy and gave viewers advice on what to do if a child they know is struggling with being bullied at their school.
14. Program: 24 Hour News 8 @ 11pm  
Date Aired: February 6, 2012  
Length: :45  
Summary: GRPS Preview -- three issues on the agenda for school board meeting.

15. Program: 24 Hour News 8 @ Daybreak  
Date Aired: February 7, 2012  
Length: :25  
Summary: Greenville School Tablets - Students in Greenville district using smartphones and tablets in class
16. Program: 24 Hour News 8 @ Noon  
Date Aired: February 8, 2012  
Length: 1:00  
Summary: School Count Day - Second day of the school year to count kids for school funding.
17. Program: 24 Hour News 8 @ 5pm  
Date Aired: February 8, 2012  
Length: :36  
Summary: MSU Health Insurance -- Michigan State University is first public university in the state to require its students to have health insurance.
18. Program: 24 Hour News 8 @ Daybreak  
Date Aired: February 9, 2012  
Length: :28  
Summary: CMU Med School - CMU has been accredited for its new med school.
19. Program: 24 Hour News 8 @ Noon  
Date Aired: February 23, 2012  
Length: :25  
Summary: GVSU Career Fair - GVSU holding career fair today for students and alumni.
20. Program: Maranda Where You Live  
Date Aired: March 3, 2012  
Length: 2:30  
Summary: Students at Northview High School in Grand Rapids are creating fashions for an upcoming fashion show at their school. The Fashion Design Club is making eco-friendly looks that will debut on the runway during a assembly for their peers.

21. Program: Maranda Where You Live  
Date Aired: March 3, 2012  
Length: 2:55  
Summary: West Michigan Aviation Academy teaches high school students about aviation and avionics. One of the cool opportunities that students get is the chance to pilot a real plane! Maranda hopped on-board as two female students piloted a plane above Grand Rapids.
22. Program: 24 Hour News 8 @ 11pm  
Date Aired: March 5, 2012  
Length: 2:30  
Summary: Muskegon Heights Schools -- FOIA'd reports show why state investigators raided Musk. Hts. administrative building.
23. Program: 24 Hour News 8 @ 5pm  
Date Aired: March 6, 2012  
Length: 2:45  
Summary: GRPS Stocking -- sale of elementary school fell through with shady developer.
24. Program: 24 Hour News 8 @ Daybreak  
Date Aired: March 13, 2012  
Length: :35  
Summary: Wyoming Consolidation - Wyoming school board decides to merge Rogers High and Wyoming Park.
25. Program: 24 Hour News 8 @ 5pm  
Date Aired: March 16, 2012  
Length: 2:00  
Summary: This is the fourth year for our Connecting with Community awards. Over the next few weeks we will be sharing the eight finalists here on 24 hour news 8. This partnership has rewards for both the young and the old. The Gerontology Network places senior volunteers in local schools to mentor and tutor children throughout West MI.



26. Program: Maranda Where You Live  
Date Aired: March 17, 2012  
Length: 2:00  
Summary: March 15 marked Camp Fire USA's Absolutely Incredible Kid Day. We visited two West Michigan schools that held special assemblies to celebrate their students and let them know how special they are. This included a motivational talk and a hand-written letter for each child praising their hard work and positive attitudes.

27. Program: eightWest @ 11am  
Date Aired: March 19, 2012  
Length: 2:00  
Summary: This is the fourth year for our Connecting with Community awards.  
Over the next few weeks we will be sharing the eight finalists here on 24 hour news 8. This partnership has rewards for both the young and the old. The Gerontology Network places senior volunteers in local schools to mentor and tutor children throughout West MI.

28. Program: 24 Hour News 8 @ 5pm  
Date Aired: March 23, 2012  
Length: 2:00  
Summary: This Connecting with Community partnership not only inspires students to embrace science and technology but also to give back to their community. This robotics team worked together from area schools to inspire team work, problem solving and community service.

29. Program: eightWest @ 11am  
Date Aired: March 26, 2012  
Length: 2:00  
Summary: This Connecting with Community partnership not only inspires students to embrace science and technology but also to give back to their community. This robotics team worked together from area schools to inspire team work, problem solving and community service.

30. Program: 24 Hour News 8 @ 5pm  
Date Aired: March 30, 2012  
Length: 2:00  
Summary: We continue to bring you our "Connecting with Community" award finalists. This week, Eva Aguirre Cooper is in Coopersville where power teams are in full force. Sixteen teams of teachers and staff go out into the community with selected service projects.

## **Health & Fitness Issues**

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Narcotics Anonymous PSA “Not for my Brother”  
Date Aired: January 1, 2012 - January 11, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the benefits of participating in Narcotics Anonymous to help deal with drug addiction.
  
2. Program: VA Suicide Board PSA “Perspectives”  
Date Aired: January 1, 2012 - January 11, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers that there is help for our Vets who are struggling with suicidal thoughts and depression. Contact the national suicide help line to talk to someone that can help.
  
3. Program: Weight Loss Support PSA “Tops Weight Loss”  
Date Aired: January 1, 2012 - January 11, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the dangers of obesity. There is help to support those on a weight loss journey. Get active, get help.
  
4. Program: Cancer Support PSA “Lee National Denim Day”  
Date Aired: January 1, 2012 - January 11, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the cancer support effort and how people can involved and help during National Denim Day.

5. Program: Obesity Action Coalition PSA "Take Control"  
Date Aired: January 1, 2012 – January 11, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the dangers of obesity in our country. There is help to support those on a weight loss journey. Help get started by contacting the Obesity Action Coalition.
6. Program: 24 Hour News 8 @ 5pm  
Date Aired: January 5, 2012  
Length: 2:47  
Summary: Cold/Flu season -- live interview on this cold/flu season. Seems like a lot of people are sick right now.
7. Program: Maranda Where You Live  
Date Aired: January 8, 2012  
Length: 2:00  
Summary: With the New Year kicking off, many people make resolutions for better health. We talked with a group of West Michigan runners, hoping to run their first 25K this year. They shared their fitness goals and plans to run in the 35<sup>th</sup> annual Fifth Third River Bank Run.
8. Program: 24 Hour News 8 @ 11pm  
Date Aired: January 9, 2012  
Length: 2:32  
Summary: Fitness Scam - Gym stole money from local woman
9. Program: 24 Hour News 8 @ Daybreak  
Date Aired: January 11, 2012  
Length: 2:54  
Summary: Helen DeVos 1 Year -- children's hospital marking one year in new facility
10. Program: Veteran's Affairs "Veteran's Voices"  
Date Aired: January 12, 2012 – March 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the importance of supporting our veterans and giving them a voice.

11. Program: Diabetes PSA  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the dangers of diabetes and the growing number of people afflicted in this country. Where to call for help and get more information.

12. Program: Department of Health PSA "Symptoms"  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the dangers of heart attacks especially for women and what signs to watch for.

13. Program: National Foundation Infectious Diseases PSA "That Guy"  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about what you should do if you have the flu. Stay home, get some rest and wash your hands. Prevent the spread during flu season.

14. Program: 24 Hour News 8 @ Noon  
Date Aired: January 13, 2012  
Length: :26  
Summary: Tissue Box Radiation -- Bed Bath & Beyond pulling tissue boxes off shelves because they contain radioactive material.

15. Program: 24 Hour News 8 @ 5pm  
Date Aired: January 17, 2012  
Length: :24  
Summary: Obesity in America -- CDC report shows a high rate of obesity remains in America.

16. Program: 24 Hour News 8 @ Noon  
Date Aired: January 23, 2012  
Length: :25  
Summary: Boil Water Advisory -- boil water advisory for part of Battle Creek.

17. Program: 24 Hour News 8 @ Daybreak  
Date Aired: January 25, 2012  
Length: :28  
Summary: Michelle Obama unveiling new standards for school lunches.

18. Program: MDA Muscle Walk PSA  
Date Aired: February 1, 2012 - March 1, 2012  
Length: 1:00  
Summary: Local Public service announcement informing viewers about the local walk for MDA. This event raises funds to help families suffering with neuromuscular diseases in our community.

19. Program: 24 Hour News 8 @ Daybreak  
Date Aired: February 1, 2012  
Length: :30  
Summary: Birth Control Recall - Pfizer recalling 1-million packages of birth control.

20. Program: 24 Hour News 8 @ 11pm  
Date Aired: February 6, 2012  
Length: :25  
Summary: Second hand smoke - CDC study shows 1 in 5 teens ride in cars while others are smoking.

21. Program: 24 Hour News 8 @ Noon  
Date Aired: February 8, 2012  
Length: :50  
Summary: Healthy Pregnancy -- HHS and March of Dimes launching campaign to lower number of premature babies.

22. Program: Maranda Where You Live  
Date Aired: February 11, 2012  
Length: 3:00  
Summary: Maranda threw a Zeeland area elementary school a Healthy Heart Valentines Party. Our crew brought in healthy heart treats, games to get the kids' heart rates up and talked about the importance of heart health starting at an early age.

23. Program: 24 Hour News 8 @ 6pm  
Date Aired: February 17, 2012  
Length: :21  
Summary: Sick School -- Calhoun County school closed because of norovirus.
24. Program: Maranda Where You Live  
Date Aired: February 18, 2012  
Length: 3:00  
Summary: Snowshoeing is a fun winter sport that is a great workout. Crystal Mountain Resort in Thompsonville, Michigan, has a snowshoe park, where families can rent snowshoes and explore loads of trails while getting in some exercise together.
25. Program: 24 Hour News 8 @ 5pm  
Date Aired: February 21, 2012  
Length: :35  
Summary: GRPS Summer Food -- GRPS got grant for summer food program for kids.
26. Program: 24 Hour News 8 @ Daybreak  
Date Aired: February 23, 2012  
Length: :23  
Summary: Heart/City Presser - GE Foundation announcing volunteer program to increase primary care for underserved people in GR.
27. Program: Maranda Where You Live  
Date Aired: February 25, 2012  
Length: 3:00  
Summary: Meijer dietician, Tina Miller, showed our viewers how to make some fun tailgating treats, but with a healthy spin. She tackled dips and spreads, wings and desserts that are common at tailgating parties and showed how to cut out calories and fat, but still make food that tastes great.

28. Program: Maranda Where You Live  
Date Aired: March 3, 2012  
Length: 2:30  
Summary: Ellie Drake is the youngest certified raw food chef in the country. She is a middle schooler in Grand Rapids and works with her mom to prepare dishes that are healthy and use only raw ingredients. We followed Ellie and her mom to a workshop where they taught women about their healthy lifestyle.

29. Program: 24 Hour News 8 @ Noon  
Date Aired: March 19, 2012  
Length: :28  
Summary: Meth Pregnancy - First study on kids who's mom's smoked meth shows they are at higher risk for behavior problems.

30. Program: 24 Hour News 8 @ 11pm  
Date Aired: March 19, 2012  
Length: :31  
Summary: Graphic cigarette labels -- appeals court says graphic labels are constitutional.

31. Program: 24 Hour News 8 @ Daybreak  
Date Aired: March 22, 1012  
Length: :45  
Summary: Mass Mutual and Family promise of grand rapids are teaming up to offer up to 50-thousand dollars in free term life insurance.

32. Program: 24 Hour News 8 @ Noon  
Date Aired: March 27, 2012  
Length: :29  
Summary: Diabetes Surgery - Studies show weight loss surgery can reverse and possibly cure Type 2 Diabetes.



33. Program: eightWest @ 11am  
Date Aired: March 27, 2012  
Length: Approx 5 min  
Summary: Diabetes: Are you at risk? The fourth Tuesday in March is a diabetes alert day and Meijer Pharmacy is offering free glucose tests. Jamie Voorman, the Clinical Service Pharmacist at Meijer explains the risks of diabetes, ways you may be able to prevent it, and provides more information about testing.

34. Program: eightWest @ 11am  
Date Aired: March 29, 2012  
Length: Approx 5 min  
Summary: Train Now, Race Next It's time to start thinking about spring and summer runs and races that you want to take part in. From gearing up for the Fifth Third Riverbank Run to triathlon training, Gazelle Sports can help you reach your fitness goals and get ready to race. There are clinics and fitness sessions happening each week to get you to the finish line.

## **Community & Volunteer Efforts**

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: Foreclosure PSA "I'm Home"  
Date Aired: January 1, 2012 - January 11, 2012  
Length: 1:00  
Summary: Public service announcement from the Ad Council informing viewers about how to get help if you are facing foreclosure and keeping your home.

2. Program: Big Brother Big Sisters PSA "Start Something"  
Date Aired: January 1, 2012 - January 11, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about how to get involved and make a difference in the life of a young kid. Be a mentor and help change a life with Big Brothers Big Sisters.

3. Program: Arbor Day Foundation PSA "Replanting Forests"  
Date Aired: January 1, 2012 - January 11, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the importance of taking care of our environment for generations today and the future. Start by replanting our forests today.

4. Program: 24 Hour News 8 @ 5pm  
Date Aired: January 11, 2012  
Length: :44  
Summary: GR Museums Free -- all 4 museums in GR will be open for free on one day per quarter.

5. Program: 24 Hour News 8 @ 6pm  
Date Aired: January 11, 2012  
Length: :28  
Summary: Tulip Time Shows -- new entertainment booked for festival.

6. Program: Veterans Affairs PSA "Veteran's Voices"  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the importance of supporting our veterans and giving them a voice.
7. Program: Dave Thomas Foundation PSA  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement from the Dave Thomas Foundation to promote the facts about Foster Kids. Informing viewers that these children need a home and that and that not all are broken or difficult. They all need our love.
8. Program: Habitat for Humanity PSA "Build"  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers that you can make a difference and help build a home for someone seeking permanent housing. This program helps low income and homeless individuals and families.
9. Program: Boys Town PSA "Survival"  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers that there is help and support for boys with mentorship programs, runaway hotlines and people who care. You don't have to live on the streets.
10. Program: Animal Society PSA "Best Friends"  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the importance of animal adoption and how they can become your best friend.

11. Program: Peace Corp PSA "Conversations"  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the importance of volunteering with the Peace Corp and making a difference somewhere around the world.

12. Program: 24 Hour News 8 @ Daybreak  
Date Aired: January 16, 2012  
Length: :31  
Summary: GVSU MLK Events -- events for MLK day at GVSU.

13. Program: 24 Hour News 8 @ 5:00 PM  
Date Aired: January 16, 2012  
Length: 1:15  
Summary: On Martin Luther King Day, there were celebrations and commemorations that took place throughout West Michigan. Eva Aguirre Cooper had more on a community-wide gathering that took place that evening in downtown Grand Rapids.

14. Program: 24 Hour News 8 @ 11pm  
Date Aired: January 26, 2012  
Length: :25  
Summary: LaughFest Vol Mtg. -- informational meetings for people who want to volunteer at LaughFest.

15. Program: 24 Hour News 8 @ Noon  
Date Aired: January 30, 2012  
Length: :22  
Summary: CWC Awards -- nominations being accepted for Connecting with Community Awards

16. Program: Maranda Where You Live  
Date Aired: February 4, 2012  
Length: 2:30  
Summary: Jacob Schemmel is a college student at Michigan State University that created a You Tube video that currently has over 1 millions views. He took to the internet to tell be about a campaign called ELE (Everybody Love Everybody), which promotes kindness and brings to light teen issues like depression and suicide.

17. Program: 24 Hour News 8 @ Daybreak  
Date Aired: February 7, 2012  
Length: :25  
Summary: Van Andel Best Hockey - Van Andel Arena named best venue to watch a minor league hockey game.
18. Program: 24 Hour News 8 @ Daybreak  
Date Aired: February 8, 2012  
Length: :25  
Summary: Bob Hope Ford Museum - Bob Hope exhibit coming to Ford Museum.
19. Program: 24 Hour News 8 @ Noon  
Date Aired: February 9, 2012  
Length: :25  
Summary: Tulip time Poster - Organizers will unveil the 2012 poster today.
20. Program: 24 Hour News 8 @ 11pm  
Date Aired: February 10, 2012  
Length: :25  
Summary: Butterflies Arrive - Butterflies arrive at Meijer Gardens for "Butterflies are Blooming".
21. Program: Maranda Where You Live  
Date Aired: February 11, 2012  
Length: 2:30  
Summary: The first Wednesday of each month, volunteers from the John Ball Zoo Society, bring animals into Helen DeVos Children's Hospital to cheer up patients. It's a chance to kids who are at the hospital to enjoy something fun that they might not normally get to do and takes their minds off being sick.
22. Program: 24 Hour News 8 @ Daybreak  
Date Aired: February 13, 2012  
Length: :25  
Summary: Mitten Donation - Wisconsin and Michigan raise mittens for charity.

23. Program: 24 Hour News 8 @ Noon  
Date Aired: February 17, 2012  
Length: :20  
Summary: Taste of Soul - Celebrating Black History month at the Grand Rapids public library.

24. Program: Maranda Where You Live  
Date Aired: February 25, 2012  
Length: 2:00  
Summary: The Van Andel Institute has launched a new campaign called 100% Pure Hope. It's a school fundraising campaign, where West Michigan schools can hold sporting events that benefit cancer research at the institute.

25. Program: 24 Hour News 8 @ 6pm  
Date Aired: February 27, 2012  
Length: :28  
Summary: Bush Daughter GVSU - Barbara Bush speaking at GVSU about global health care challenges.

26. Program: 24 Hour News 8 @ 5:00 PM  
Date Aired: March 1, 2012  
Length: 1:30  
Summary: Miguel Navarro was a family man, a successful business man and an icon in the Latino Community. His funeral was a celebration of his life and how he left his mark on our community.

27. Program: 24 Hour News 8 @ 6:00 PM  
Date Aired: March 1, 2012  
Length: 1:30  
Summary: Business icon Miguel Navarro died Sunday at the age of 83. At his funeral, family and friends honored his life, and the legacy he leaves behind. Eva Aguirre Cooper was there.

28. Program: 24 Hour News 8 @ Noon  
Date Aired: March 5, 2012  
Length: :25  
Summary: Huntington Bank update - Huntington pledging \$100-million for affordable housing in Michigan.

29. Program: 24 Hour News 8 @ 5pm  
Date Aired: March 5, 2012  
Length: 1:02  
Summary: Huntington Housing -- Huntington pledging \$100-million for affordable housing in Michigan.

30. Program: 24 Hour News 8 @ 6pm  
Date Aired: March 6, 2012  
Length: :25  
Summary: Red Cross Training -- Red Cross in Muskegon offering training for disaster relief.

31. Program: 24 Hour News 8 @ 6pm  
Date Aired: March 7, 2012  
Length: :22  
Summary: Ford Albion College - Susan Ford Bales will unveil sculpture of Gerald Ford that will be placed at Albion College this month.

32. Program: 24 Hour News 8 @11pm  
Date Aired: March 12, 2012  
Length: :23  
Summary: Disaster Training - Red Cross offering disaster response training in Muskegon.

33. Program: eightWest @ 11am  
Date Aired: March 13, 2012  
Length: Approx 3 min  
Summary: Slip on a pair to help a child get ahead. Imagine being a child and having to go to school without proper shoes to wear. This is the situation for thousands of children in the greater Grand Rapids area, and that's why In The Image is asking for your help. Executive Director Jay Starkey is looking for donations to fund the **S.H.O.E.S.** program, which stands for Shoes Help Our Elementary Students. You can help by volunteering, making a financial pledge or taking part in two benefit events.

34. Program: 24 Hour News 8 @ Daybreak  
Date Aired: March 15, 2012  
Length: :31  
Summary: Truck Driving School - Baker College and Anthony Luurtsema Truck Lines partnering up to open truck driving training facility in Zeeland.

35. Program: eightWest @ 11am  
Date Aired: March 22, 2012  
Length: Approx 5 min  
Summary: Empower women with accessories. It's hard to underestimate the power of making a good first impression. That's why the Women's Resource Center in Grand Rapids started their Working Women Clothes Closet, a resource for women in need of appropriate clothing for interviews and work. WRC clients can achieve the style they need to move forward with confidence as they seek or begin employment.

36. Program: 24 Hour News 8 @ 5pm  
Date Aired: March 22, 2012  
Length: 2:00  
Summary: This year Cesar Chavez would have been 85 years old. Today, the community joined together to celebrate and continue his legacy. Hundreds of students, community leaders and elected officials marched along Grandville Avenue in Grand Rapids for the 12th annual march to honor Cesar E. Chavez. Afterwards, a community gathering was held at La Paz Seventh Day Adventist Church.

37. Program: 24 Hour News 8 @ 6pm  
Date Aired: March 28, 2012  
Length: :25  
Summary: Wes Leonard AED Donation - Macatawa Middle School getting 35th AED donation.



## **Safety**

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: National Runaway Board PSA "Chat"  
Date Aired: January 1, 2012 - January 11, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers that there is help for anyone in a crisis and alone. Talk to someone who can help by calling the national hotline.
  
2. Program: American Association of Orthodontists PSA "Play it Safe"  
Date Aired: January 1, 2012 - January 11, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the importance of protecting your teeth during contact sports and high risk activities. Keep your smile and play it safe.
  
3. Program: 24 Hour News 8 @ Daybreak  
Date Aired: January 11, 2012  
Length: :24  
Summary: Ford Recalls -- Ford recalling three types of vehicles.
  
4. Program: Al-Anon PSA "Mary"  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers that there is support for those living with someone who has an addiction.
  
5. Program: Texting and Driving PSA "Mr. Experience"  
Date Aired: January 12, 2012 - March 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the dangers of texting and driving. This is a student produced message.

6. Program: 24 Hour News 8 @ Noon  
Date Aired: January 16, 2012  
Length: 2:00  
Summary: Snowmobile Thru Ice -- dangers of thin ice.
7. Program: 24 Hour News 8 @ 11pm  
Date Aired: January 16, 2012  
Length: 2:00  
Summary: Galewood Bar License - Police say bar is a danger to the public, and wants it shut down.
8. Program: 24 Hour News 8 @ Noon  
Date Aired: January 17, 2012  
Length: :25  
Summary: Infant Tylenol recall -- Infant Tylenol recalled because of bottle defect.
9. Program: 24 Hour News 8 @ 5pm  
Date Aired: January 30, 2012  
Length: :23  
Summary: Jeep Liberty Airbags -- NTSB investigating reports of airbags going off without a crash.
10. Program: Maranda Where You Live  
Date Aired: February 4, 2012  
Length: 3:00  
Summary: One of the main reasons that kids skip school is because they are scare of being bullied. It is so important that our children feel safe at school and that bullying isn't tolerated. Maranda talked with a seventh grader from Wyoming who has struggled with bullying and walked her through the steps she needs to take to protect herself from this negative behavior.
11. Program: Maranda Where You Live  
Date Aired: February 18, 2012  
Length: 2:00  
Summary: Skiing is a popular winter sport in Michigan, but families need to make sure they are safe when hitting the slopes. We talked with a ski instructor at Crystal Mountain resort about the proper head gear and clothing and kids and adults need when skiing.

12. Program: Maranda Where You Live  
Date Aired: March 3, 2012  
Length: 1:30  
Summary: Dr. Lisa Lowery is a pediatrician with Helen DeVos Children's Hospital. We talked with her about safe decisions for teenage girls when it comes to tattoos, body pierces and taking care of their bodies.
13. Program: 24 Hour News 8 @ 5pm  
Date Aired: March 6, 2012  
Length: 2:55  
Summary: Safe Seniors Xtalk -- how to talk to older adults about safety of driving, living alone, etc.
14. Program: eightWest @ 11am  
Date Aired: March 8, 2012  
Length: Approx 5 min  
Summary: Three staples for your safety kit. Daylight Saving Time starts the second weekend of March and with it comes a reminder to change your batteries when you change your clocks. Michael McLeieer is a safety expert with E.S.C.A.P.E. Inc. and he and his fire safety dog Jake share tips for you to put together your own home storm safety preparedness kit now so you will be ready before severe weather strikes. Three items every go-to kit should have in it are a portable battery-powered radio, an emergency power kit, and a backup supply of fresh batteries. Be sure your family creates and practices your home safety plan, too, including making sure each family member knows how to escape your home when necessary and where to meet when they are safely out of the home.
15. Program: 24 Hour News 8 @ Daybreak  
Date Aired: March 12, 2012  
Length: :26  
Summary: Gerber Recall - Gerber recalling powdered infant formula due to bad smell.

16. Program: 24 Hour News 8 @ Noon  
Date Aired: March 14, 2012  
Length: :22  
Summary: 2012 Buick Regal Recall - GM recalling 3,700 buicks because parking lights fail to activate when headlight switch is turned on.

17. Program: 24 Hour News 8 @ Daybreak  
Date Aired: March 15, 2012  
Length: :28  
Summary: Lawn Tractor Recall - Hydro-Gear recalling hydrostatic lawn tractors due to crash hazard.

18. Program: 24 Hour News 8 @ 5pm  
Date Aired: March 19, 2012  
Length: 3:30  
Summary: Storm Emergency Xtalk -- Kent County activating storm spotters early this year; push for people to have weather radios.

19. Program: 24 Hour News 8 @ Daybreak  
Date Aired: March 28, 2012  
Length: :25  
Summary: Baby Doll Recall - Feels Good dolls recalled because fingers and toes can come off and pose choking hazard.